

**PROJECT PX/PXB**  
**STATUS MEETING**  
**AGENDA**  
**3/20/98**

*tar reduction  
timing*

- Project Timeline Review 11:00-11:15
- Project Status/Overview 11:15-12:00
- Mikulay Meeting (3/25) Needs 12:00-12:15
- Research Structure and Stimuli 12:15-1:00
  - March 25th-26th in Denver
  - March 26th in Charlotte
  - April 6th-8th in Dallas/NJ
  - April 15th-16th in Washington/NJ
- Creative Advertising Review 1:00-2:00
  - Topline insights from Y&R NYC Research
  - Stimuli for March 25th -26th Research

*George*  
*- Tar reduction*  
*- Blend*  
*- Aquatic Gp*

*→ Bickert  
should have  
all our packaging  
structures*

*NPC -  
end of  
May.*

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**TIMELINE:**

		<u><b>COMPLETED</b></u>
• January 30th	Project Kick Off Meeting in NY	X
• February 4th	Concept Brainstorming	X
	Partnership Meeting Presentation	X
• February 18th	Qualitative Research	X
	- Competitive Brand Imagery	
	- Concept Mood Boards	
	- Packaging Designs	
• February 26th	Qualitative Research	X
	- Concept Mood Boards	
	- Packaging Structures (White Board)	
	- Packaging Designs (Flats)	
	- Cigarette Designs (Visual)	
• March 4th	Partnership Meeting in Richmond	X
	- Project Update	
	- Timeline Review	
	- Next Steps	
• March 5th	Strategy Session in NY	X
	- Positionings Refinement/Qualification	
• March 10th	Richmond Product Technology Review	X
• March 11th	Qualitative Research in Cleveland	X
	- Positionings	
	- Ad-like Objects	
	- Packaging Designs (Flats)	
	- Product Concepts (Statements)	

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- **March 16th/17th**      **Qualitative Research in Cincinnati**      **X**  
    - Packaging Structures
- **March 18th**              **Topline Qualitative in NYC (Y&R)**      **X**
- **March 25th**              **Mikulay Project Update**
- **March 25th/26th**      **Qualitative Research in Denver**  
    - Positionings  
    - Ads
- **March 26th**              **Qualitative Research in Charlotte**  
    - Packaging Design  
    - Cigarette Visual Design
- **April 1st-2nd**              **Qualitative/Y&R research in NYC**
- **April 6th-8th**              **Qualitative Research in Dallas and NJ**  
    - Ad Pack  
        - Ads  
        - Packaging (FF and Lights)  
        - Product
- **April 15th-16th**      **Qualitative Research in Washington and NJ**  
    - Ad Pack Refinements
- **May 1st**                      **Presentation to Sr. Mgmt.**  
    - Positioning with Advertising,  
                                         Packaging and Product  
    - Test Market Recommendation  
    - Timeline  
    - Budget  
    - Risk Assessment

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**PROJECT PX/PXB**  
**Status/Issues**

*Jodi  
Spreadsheet  
to lawyers*

**Product:**

- Preparation of product samples for research by G. Yatrakis
  - Smokeable Cigarettes to be made for 4/6 filter research (2 cartons of each):
    - Full Flavor Smokers
      - Additive-Free, FF (13/14 mg), Cork-Tipped
        - Flush Filter
        - Recessed Filter
        - Recessed with Charcoal Filter
        - Charcoal Filter
    - Lights Smokers
      - Parliament Blend, Lights (11/12 mg.), Cork-Tipped
        - Flush Filter
        - Recessed Filter
        - Recessed with Charcoal Filter
        - Charcoal Filter
- Non-smokeable square and hexagon shaped cigarettes for 4/6 by Landor (100 of each or 20 of each with changeable tipping)
- Preparation of visual design exploratory by Landor for 3/26
  - Tipping color exploratory
  - Paper Designs/Accents
- "All of the good and none of the bad" ingredients cigarette by G. Yatrakis

*Bicklett  
square  
cigarette*

*square  
cig in  
round  
pack*

**Packaging Structures:**

- Feasibility study (cost, timing, machinery requirements) and packaging refinements by M. Walchak and B. Mitten by 4/6
  - Horizontal Slide (P)
    - Add slide stop feature
    - Improve cigarette access inside on top
    - Allow less cigarette exposure inside front

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- Vertical Slide (Q)
  - Improve cigarette access inside
  - Add feature to slide up when in pocket
  - Add slide stopping feature
- Push-Up Bottom (V)
  - Increase lid sturdiness
  - Strengthen lid hinge
  - Add lid closure feature
  - Ensure pop-up strength/endurance
  - Explore other shapes for lid opening (square)
- "V" Flip Top Lid (X)
- New Diagonal Lid from Kay (16)
  - Reinforce hinge
- Chevron Innerframe (Z)
  - Improve cigarette access
- Flip Top with Click and Push Up (13)
- 16 pt Board Flip Top Box (J)
- Ergonomic rounded edges pack (11)
  - Eliminate hourglass shape
  - Add flask curvature back
  - Create in board and cheaper plastic
- Revised packaging structure prototypes to be provided by 4/1 by M. Walchak
- Creation of unique structure names by Landor for printing on packaging and advertising for 4/6 research
- Explore unique packaging structures/designs for square cigarette by Landor for 4/6 research

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### Packaging Design:

- Design exploratory for 3/26 research in Charlotte by Landor:
  - Provide six full flavor 3-D packs with "element" permutations on 2-D flats
    - Design #50 with permutations of:
      - Crest -- layout, size, placement, color
      - Prominence/importance of red
    - Design #51
    - Design #43 & 44 with permutations of:
      - "P" design element
    - Design #53 & 40 with permutations of:
      - Chevron -- size, color, prominence, style
      - Branding -- size, style
    - Design #52 with permutations of:
      - Shades of blue
      - Two tones with diagonal
      - Border -- color and prominence
    - Design #54 with permutations of:
      - Textured backgrounds
      - Flame vs. red dot
  - Provide two-three lights 3-D packs alternates for each of the six full flavor packs
  - Select unique cigarette tipping/design to go with each of the full flavor and lights 3-D packs
  - Provide full range of tipping colors for full flavor and lights exploratory
- "All the good and none of the bad" ingredients packaging design

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### Advertising:

- Review advertising creative for 3/25 research in Denver:
  - Parliament Close-In
    - More than one campaign?
  - Not Your First
  - Won't Roll
  - Pleasure of Possibilities
  - Pool
  - Smooth Cow
- Continue to explore incorporation of square cigarette in close-in and alternate campaigns
  - Other benefits to tie into square cigarette
- Possibly explore "all the good, none of the bad" campaign or product benefit

### Research:

- Recruiting profile for all groups:
  - 75% male/25% female
  - 75% full flavor/25% lights
  - 75% 18-24 / 25% 25-29
  - 35% Marlboro/35% Camel/30% Winston
  - Additional screeners:
    - Smokers have purchased another premium brand in last six months and why?
    - Smokers tend to enjoy experimenting with new products and trying new things
- Advertising in Denver on 3/25-3/26:
  - Creative:
    - Five to seven campaigns
      - Five to seven executions?
      - Same pack on all?
      - More product benefit explanation in ad?
  - Structure
    - Key attributes to evaluate on?
  - Next Steps:
    - Refine top campaigns for "ad/pack" on 4/6

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- **Packaging design in Charlotte on 3/26:**
  - **Creative:**
    - Five Full Flavor 3-D packs
      - 2-D flats permutations of elements to probe
    - Two -three lights 3-D packs for each full flavor
  - **Structure:**
    - Key attributes to evaluate on?
      - High quality
      - Contemporary/90's
      - Rich, flavorful and bold
      - Smooth
      - For young adults
  - **Next Steps:**
    - Modify designs to incorporate elements learning
    - Place top designs on flip top box and packaging structures for 4/6 "ad pack" research
    - Modify cigarette designs for 4/6 research
- **"Ad/Pack" in Dallas/NJ on 4/6-4/8:**
  - **Creative:**
    - Five bundles including:
      - Campaign with Five -Seven executions
        - How deal with Lights packing?
      - One Flip Top Box and One Unique Structure
        - Lights and Full Flavor
      - "Non-smokeable" Cigarette with design
        - Lights and Full Flavor
      - "Smokeable" product with selected filter
        - Lights and Full Flavor
  - **Structure:**
    - Evaluate bundles
    - Evaluate filter preference on key attributes
      - Smoothness
      - Rich bold flavor
- **"Ad/Pack" in Washington/NJ on 4/15-4/16**
  - Refinements to creative bundles

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**MIKULAY 3/25 UPDATE**  
**NEEDS by 3/24**

- **Current creative by Y&R and Landor:**
  - Positioning statement including product benefit for each campaign
  - Three-five executions of each campaign
  - Flats or 3-D packs of six packaging designs (flip top bx)
  - Cigs with designs that match packaging
  - White prototypes of top eight or so structures
  - Two-three new square and hexagonal cigarettes
  - Topline of consumer research/findings to date
    - Advertising/Positioning
    - Packaging
- **Historical creative by Y&R and Landor:**
  - Bible Meeting "posters" with original positioning statements
  - Flats of all packaging designs researched

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